

## A M E N D M E N T

Please amend the above-identified application as follows:


### IN THE SPECIFICATION:


Page 11, line 9, change "IT" to --It--.

Page 15, line 16, change "615" to --620--.

### IN THE CLAIMS:

Please amend Claims 1, 12, 14, and 19-22 by rewriting the same as below:

 --1. (Amended) A computerized customer acquisition method comprising the steps of:  
selecting a customer account record from an electronic customer account database of a first entity, said customer account record including a customer identifier;  
determining if an individual indicated by said customer identifier is a customer of a second entity; and  
providing an acquisition offer to said individual to pay an amount if said individual becomes a customer of said second entity.--

 --12. (Amended) A computerized customer acquisition system comprising:  
means for selecting a customer account record from an electronic customer account database of a first entity, said customer account record including a customer identifier;  
means for determining if an individual indicated by said customer identifier is a customer of a second entity; and  
means for providing an acquisition offer to said individual to pay an amount if said individual becomes a customer of said second entity.--

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--14. (Amended) A computerized customer acquisition method comprising the steps of:  
establishing in an electronic database predefined conditions for offering to pay an  
amount to an individual provided said individual becomes a customer of a first entity; and  
providing said predefined conditions to a second entity to determine whether said  
second entity should provide [said] an acquisition offer to said individual.--

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--19. (Amended) A customer acquisition system comprising:  
a memory for storing [a] customer account records;  
a processor operatively coupled to said memory, said processor configured to:  
establish predefined conditions for offering to pay an amount to an individual provided  
said individual becomes a customer of a first entity; and  
communicate said predefined conditions to a second entity to determine whether said  
second entity should provide [said] an acquisition offer to said individual.--

--20. (Amended) A computerized customer acquisition system comprising:  
means for establishing in an electronic database predefined conditions for offering to  
pay an amount to an individual provided said individual becomes a customer of a first entity;  
and  
means for communicating said predefined conditions to a second entity to determine  
whether said second entity should provide [said] an acquisition offer to said individual.--

--21. (Amended) An article of manufacture comprising:  
a computer readable medium having computer readable program code means embodied  
thereon, said computer readable program code means comprising:  
a step to establish predefined conditions for offering to pay an amount to an individual  
provided said individual becomes a customer of a first entity; and  
a step to communicate said predefined conditions to a second entity to determine  
whether said second entity should provide [said] an acquisition offer to said individual.--